

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**AGENDA**  
**March 11, 2009**

**I) ACCEPTANCE OF MINUTES FROM THE MARCH 4, 2009 NH STATE LIQUOR COMMISSION MEETING.**

**II) ADMINISTRATIVE SERVICES REPORTS**

- 1) Administrative Issues
- 2) Financial Report
- 3) IT Report
- 4) Human Resources Report

**III) MARKETING AND SALES REPORT**

- 1) Store Operations
- 2) Merchandising Report
  - A. Purchasing
  - B. Warehouse
    - Distribution of Out-of-Stock Warehouse Report
  - C. Spirits
    - a. Test Market Result
      - Chi-Chi's Strawberry Daiquiri 1.75
      - Kekyper Red Headed Burst 750ml
      - Dekuyper Kamikaze 750ml
      - Ardmore Scotch 750ml
    - b. May Price Increase
    - c. Product Promotion – informational only  
Hampton North – 3/27, Portsmouth – 3/28, Hampton South – 3/29
    - d. April Gift Card promotion
  - D. Wines
    - a. Previously TABLED: Special Purchase & Display offer for Corbet Canyon & Fisheye 3 liter bag in a box
    - b. Expand Distribution of Dan Aykroyd Wines
    - c. Silver Mountain Seasonal Wine
    - d. M.S. Walker – Grandia & Castano – two for \$14 offer
    - e. LaBelle Cranberry Wine
    - f. Test Market Results – Expand Distribution

- g. Test Market Results – Remove from Retail
- h. Test Market Items for Continued Review – Informational Only
- i. Store Tastings – Information Only
  - 1. Southern Wine & Spirits of NE
  - 2. Two requests from Pine State
  - 3. Farnum Hill Cider
- j. Allocations for Distribution
- k. May & June 2009 Coupon for the Celebrate Booklet & E-Mail Alert
- l. Primary Source Recommendations
  - Exclusive – 5 Imported – 10

**IV) ENFORCEMENT & LICENSING REPORT**

**V) CHAIRMAN’S REPORT & LATE ITEMS**

- A. Bailment Requests
- B. Coupon Approvals
- C. Late Items/Other

**V) EXECUTIVE SESSION**